

The background image shows a collection of tools including wrenches, a screwdriver, a level, and a tape measure, all in a red toolbox. In the background, a white air conditioner unit is visible with the text "Air Condition" on its front panel. A remote control is also present on the right side.

Client Success story | Consumer Goods Online Retailer

Testing & best practices doubles conversion, increases from 5% to 11%.

COMPANY A leading online consumer goods retailers that specializes in products that improve personal health and promotes a more sustainable environment.

CHALLENGE The Retailer (who saw 5% of their base immediately convert to the OrderGroove-powered subscription program upon launch) knew that the program had to be nurtured over time to optimize performance and grow recurring revenue. Not having the internal resources or subscription marketing expertise to grow and improve the program, they turned to the OrderGroove Client Success team.

SOLUTION Over the last 4 years, OrderGroove has worked closely with the retailer's marketing teams and launched numerous A/B tests along with integrating new subscription solutions.

A/B Testing

The OrderGroove platform has been designed for quick iterative testing. Much of the testing for the Retailer focuses on product-eligible web pages. One example of a successful test was moving the "Auto-Delivery" checkout option above the "One Time" option, which immediately netted an uptick in conversions.

New Solutions

Impulse Upsell®. The average order size (AOV) for subscription + Impulse Upsell (IU) orders increased by 97% when the Retailer added this popular feature to their program. IU lets the subscriber quickly add non-subscription items to their subscription order. They also have the option to put the IU eligible item(s) on subscription, which increases recurring revenue.

Credit Card Recycling. Expired cards are one of the leading factors effecting order success rates. By adding Credit Card Recycling to the program, which allow a retailer to push out the card expiration date 1-3 years, 20% more successful orders were processed.

"I am excited to move forward with all the new program initiatives that you guys suggested to accelerate the growth of the subscription program. My thanks to the entire OrderGroove team for being such a great partner."

The Retailer CEO

KEY RESULTS

98%

average monthly subscriber retention rate

97%

the AOV increase when Impulse Upsell items are added to an order

19%

the percent of subscribers with more than one subscription

110%

the conversion increase (5% to 11% over life of the program)